



NEWS RELEASE

3712 N. Broadway, Ste 560
Chicago, IL 60613

866.632.6446
MercyForAnimals.org

For Immediate Release:
Tuesday, September 21, 2010

LOCAL McDONALD'S GRAND OPENING DRAWS "TASTY" PROTEST FROM ANIMAL RIGHTS ACTIVISTS

Group Says McDonald's Abuses Animals; Dishes Up Meatless "McMuffins" to Show Customers Kinder Diet

Dallas, TX – Donning aprons, and backed by a banner that declares, "Free Vegan Food Samples – Healthy, Cruelty-Free & Delicious," members of the animal advocacy organization, Mercy For Animals, will greet customers of Dallas' newest McDonald's restaurant grand opening – dishing up free vegan "McMuffins," served with a side of truth about McDonald's' cruel treatment of animals.

Date: Wednesday, September 22

Time: 8 a.m.

Location: McDonald's, 440 N. Lamar St., Ste. 107A (corner of Pacific Ave. and Lamar St.), Dallas

Why the ruffled feathers? Far from receiving the kindness and respect accorded to most dogs and cats, the millions of cows, pigs and chickens raised and killed for McDonald's restaurants lead lives filled with misery. The green pastures and idyllic barnyard scenes of years past are now distant memories. On modern day factory farms, animals are crammed by the thousands into filthy, windowless sheds, wire cages, metal crates and other cruel confinement systems. These animals will never root in the soil, build nests or do anything that is natural to them.

Eggs used in McMuffins come from hens crammed in wire cages so small the birds cannot spread their wings, walk, perch or engage in other basic behaviors. Each egg-laying hen is given less living space than a notebook sized piece of paper.

Pigs killed for McDonald's bacon are crowded into filthy sheds, where they are denied the ability to breathe fresh air, see sunlight or feel the grass under their feet. Mother pigs spend their lives locked in tiny crates so small they cannot turn around or lie down comfortably. Baby piglets have their tails cut off, their teeth pulled and their testicles removed – all without anesthesia.

Animals on factory farms have little to no legal protection. Cruelty that would be illegal if it were inflicted on dogs or cats, such as neglect, mutilation, transport through all weather extremes, and gruesome and violent slaughter, is commonplace in animal agribusiness.

"There is nothing happy about the meals served at McDonald's," says Eddie Garza, MFA's Texas Campaign Coordinator. "Before being turned into McNuggets or Big Macs, animals killed for McDonald's restaurants are crammed into filthy, stinking cages where they cannot turn around or spread their limbs, are mutilated without painkillers, and are violently snapped into shackles and have their throats slit, often while fully conscious, at the slaughterhouse."

###